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CONSUMER PURCHASES OF Selected Fruits and Juices

February 1959



CPFJ- 80

UNITED STATES DEPARTMENT OF AGRICULTURE

Agricultural Marketing Service

WASHINGTON D.C.

PREFACE

This report presents estimated total household consumer purchases of fresh citrus fruits, canned juices, and frozen concentrated juices and ades. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 6,000 household consumers.

A committee of the Florida industry working with representatives of the Department and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on past experience, and comparison with packers' reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in an over-estimate of purchases of frozen concentrated orange juice and canned single-strength grapefruit juice. However, for each of these products, these data are considered as reliable indicators of both trends and relative changes in household purchases from one period to another.

The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

April 1959

Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.

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CONSUMER PURCHASES OF SELECTED FRUITS AND JUICES
FEBRUARY 1959

: The data in this report represent estimated total purchases :
: by household consumers only and do not include those by hotels, :
: restaurants, hospitals, or other institutional outlets. Data for:
: single months are for 4-week periods (28 days) to permit compari-:
: sons between periods of equal length. :

SUMMARY

In February 1959, supplies of orange, grapefruit, and prune juices available to consumers were well below levels in February 1958. Prices paid by consumers, except for frozen concentrated orange juice, were substantially higher. Production of frozen concentrated and canned orange juices and canned grapefruit juice through January of the 1958-59 season was substantially less than in corresponding periods of 1956-57 and 1957-58. Also, the pack of canned grapefruit sections was substantially below the 1957-58 level. Cannery inventories of these products at the beginning of February 1959 were substantially smaller than at the same time of either of the two preceding years except for canned grapefruit juice which was up from the February 1957 position. 1/ The orange, grapefruit, and tangerine crops were somewhat larger than the small 1957-58 crops. The lemon crop, however, was slightly smaller; and the 1958 prune crop was about two-fifths smaller than crops of recent years.

Household purchases of canned orange juice and canned grapefruit juice in February 1959 were down roughly one-third from February 1958. There also were sharp declines from a year earlier in purchases of frozen concentrated lemonade and pineapple juice, and more moderate declines in purchases of prune and tomato juices.

On the other hand, purchases of frozen concentrated orange juice, chilled orange juice, and canned orangeade were about the same as in February 1958; while buying of canned lemon juice increased moderately. Purchases of pineapple-grapefruit drink continued to climb, with the volume up 56 percent from February 1958.

Purchases of fresh tangerines were more than double the small volume of February 1958. Buying of fresh oranges and grapefruit, however, remained at about the same level as a year earlier, while purchases of fresh lemons were down 9 percent.

CONCENTRATED JUICES AND ADES

Household purchases of frozen concentrated orange juice in February 1959 were up slightly from both the preceding month and February 1958. 2/ The quantity purchased, however, was 14 percent smaller than the 1954-56 February average. Purchases per buying family were somewhat larger than a year earlier,

1/ Production and inventory data are for Florida, where most of the processing is done, as reported by the Florida Cannery Association.

2/ Data in this report are for 28-day periods to facilitate comparisons.

but there was an offsetting decline in the proportion of families buying. Prices paid in February 1959 were down 1.5 cents from the preceding month to 20.5 cents per 6-ounce can, about the same as a year earlier (tables 1 and 7, figs. 1 and 16).

Production of frozen orange concentrate in Florida through January of the 1958-59 season was 9 percent below the level of the corresponding period of 1956-57, and 16 percent below 1957-58. In 1957-58, processing of concentrates and single-strength juices was at accelerated levels to preserve crops that had been damaged by a series of freezes. Cannery inventories of frozen orange concentrate as of the first of February 1959 were one-third smaller than for the same date in either of the 2 preceding years.

The quantity of other frozen concentrated juices purchased for home use in February 1959 was well below the volume bought in the corresponding month a year earlier. The 19.6 cents per 6-ounce can paid on the average for these juices represented a slight increase over February 1958 (table 12).

Household buying of frozen concentrated lemonade in February 1959 was 12 percent below the level of purchases in the same month of 1958. The average size of purchase per buying family was moderately smaller and the proportion of families buying, for the third month in succession, was down from the corresponding month a year earlier. Prices to consumers averaged 12 cents per 6-ounce can, 0.7 cent less than in February 1958. In comparison with the 1954-56 February average, purchases were up 10 percent and prices paid were down 20 percent (table 8, fig. 2).

SINGLE-STRENGTH JUICES, ADES, AND DRINKS

The quantity of chilled orange juice purchased for home use in February 1959 was nearly the same as in February a year earlier. Retail prices averaged 40.2 cents per quart. Although this was an advance of 3.8 cents over the preceding February, it was the lowest price paid since April 1958 (table 13, fig. 3).

Household purchases of canned single-strength orange juice in February 1959 were down 38 percent from the high level of February 1958, and were about 28 percent lower than the 1954-56 average for the month. Retail prices, which have been rising since September 1957, averaged 42.2 cents per 46-ounce can, up about one-third from a year earlier and from the 3-year average. Only about 8 percent of the Nation's families bought canned orange juice in February 1959 compared with 11 percent a year earlier, and the average buying family's purchase, 1.8 cans, was down about 20 percent. Production of canned orange juice through January of the 1958-59 season was down about 54 percent from the corresponding period of 1957-58, and 38 percent from 1956-57. Cannery inventories as of the first of February were down about 70 percent from a year earlier and 56 percent from 2 years earlier (table 14, fig. 4).

Householders bought 31 percent less canned single-strength grapefruit juice in February 1959 than in the same month a year earlier, and 40 percent less than the 3-year average. About 34.8 cents was paid per 46-ounce can, an

advance of 6.7 cents over February 1958. Only about 6 percent of the Nation's families bought the product, compared with 8 percent buying a year earlier, and there was a 9-percent decrease in average size of purchase per buying family. Production of grapefruit juice through January 1959 was down roughly one-fifth from the corresponding period of either of the 2 preceding years. Cannery stocks at the beginning of February were down about one-fifth from the same date in both 1957 and 1958 (table 15, fig. 5).

Purchases of canned single-strength lemon juice for home use were up about 8 percent from February 1958, reflecting an increase in the average size of purchase per buying family. Prices to consumers averaged 9.7 cents per 5½-6-ounce can, a drop of 1.4 cents from a year earlier (table 16, fig. 6).

About 21 percent less pineapple juice was bought for home use in February 1959 than in the same month of 1958. Prices paid were up 3.6 cents to an average of 32.1 cents per 46-ounce can, the highest reported since 1951. About 10 percent of the Nation's families bought pineapple juice during the month, compared with 12 percent in February 1958 (table 17).

There was a moderate drop from February 1958 in consumer purchases of prune juice. The decline in volume reflected a slightly smaller proportion of families buying and some decrease in the average size of purchase per buying family. Prices paid averaged 42.3 cents per quart, 8.7 cents more than paid a year earlier and the highest reported in this series, which was begun in 1949. The increase in prices was associated with the smallest prune crop in recent years (table 19, fig. 7).

Household buying of tomato juice in February 1959 was slightly below the volume of the preceding February. The decline was related to a smaller proportion of families buying. Prices paid by consumers averaged 28 cents per 46-ounce can, almost unchanged from February 1958 (table 20, fig. 8).

Retail purchases of canned single-strength juices other than the 6 individually reported increased moderately over February 1958. Purchases averaged about 1.9 cans (46-ounce) for the 18 percent of the Nation's families that bought these juices. Prices paid, at 38.7 cents per can, were up about 8 cents from the same month a year earlier (table 12).

The strong upward trend in household purchases of pineapple-grapefruit drink continued, with the February 1959 volume up 14 percent from the preceding month and up 56 percent from February 1958. Nearly 10 percent of the Nation's families bought this drink, compared with about 7 percent buying a year earlier. Purchases averaged 2.1 cans (46-ounce) per buying family. An average price of 29.7 cents was paid per can, almost the same as in February a year earlier (table 18).

Consumers purchased about the same quantity of canned single-strength orangeade in February 1959 as in the preceding February. Prices paid, at 31.5 cents per can (46-ounce), reflected an advance of 3.3 cents (table 21, fig. 9).

FRESH AND CANNED FRUIT

The quantity of fresh oranges bought for home use in February 1959 was about the same as the February 1958 volume. Accumulated purchases for the 1958-59 season through February were down about 20 percent from the corresponding periods of 1956-57 and 1957-58. The lower volume in comparison with 1957-58 reflected drops of 8 percent in purchases of California-Arizona oranges, 17 percent in those not identified as to origin, 31 percent in Florida oranges, and 35 percent in Texas oranges. An average of 46.6 cents was paid for a dozen oranges, 5.3 cents less than in February 1958 (tables 3 and 22, fig. 10).

Purchases of California-Arizona oranges were up 20 percent from February 1958 to the highest level in nearly 2 years. Associated with the gain in volume was a 58-percent larger crop than in the previous year and a 27-percent decline in prices to consumers. Purchases averaged nearly 23 oranges per buying family, nearly 5 more than a year earlier, and there was a gain of close to 2 percentage points in the proportion of families buying. The average price paid was 47.9 cents per dozen, 1 cent higher than the February 1954-56 average but about 18 cents less than was paid in February 1958. California-Arizona oranges commanded a 47-percent share of the consumer market in February 1959 compared with a 36-percent share for the 1954-56 February average (table 23, fig. 11).

Purchases of Florida oranges for home use were down 10 percent from February 1958, and 40 percent from the 1954-56 February average. The 1958-59 crop, although about the same in size as in 1957-58, was 9 percent smaller than the average for 1954-55 through 1956-57. The lower volume of purchases in comparison with February 1958 was associated with a decline in the proportion of families buying. Prices paid averaged 45 cents per dozen, up 1.4 cents from the preceding February, and 8.3 cents from the 3-year average for the month. Florida oranges had a 33-percent share of the February 1959 retail market as against a 45-percent share for the 3-year average (table 24, fig. 12).

Buying of oranges not identified as to area of production held nearly at the level of February 1958, but purchases of Texas oranges were down more than half.

Householders bought about the same quantity of fresh grapefruit as in February 1958. Purchases for the season, however, were about 15 percent less than in the corresponding period of 1957-58 and were 5 percent less than in 1956-57. Prices paid by consumers, 80.8 cents per dozen, were down 5.3 cents from February 1958 (table 27, fig. 13).

Retail purchases of California-Arizona grapefruit dropped about 13 percent from the February 1958 level. The decline was associated with fewer families buying. These grapefruit were bought at an average price of 77.4 cents per dozen, compared with 71.5 cents paid in February 1958 (table 25).

The quantity of Florida grapefruit purchased for home use in February 1959 was up 14 percent from the corresponding month of 1958. Purchases for the season, however, were 15 percent below the same period of 1957-58 and 12

percent below 1956-57. The gain in volume over a year earlier reflected a larger proportion of families buying, as well as a larger average purchase per buying family. Prices paid averaged 85.3 cents per dozen, about 12 cents less than in February 1958 (table 26).

Household purchases of and prices paid for Texas grapefruit were about the same as in February 1958. Buying of unidentified grapefruit, however, was off 17 percent from a year earlier and prices paid, at 79.3 cents per dozen, were down about 8 cents.

Fewer families bought canned grapefruit sections in February 1959 than a year earlier and purchases were down about 18 percent. Prices paid averaged 20.4 cents per No. 303 can, 1.4 cents more than in February 1958 (table 28, fig. 14).

Retail purchases of fresh lemons were off about 9 percent from February 1958, reflecting a decline in the proportion of families buying. Lemons were bought at an average price of 45.7 cents per dozen, 2.1 cents less than a year earlier (table 29, fig. 15).

Household purchases of fresh tangerines in February 1959 were more than twice the February 1958 volume. The gain was associated with a strong comeback in production from the very severe freeze damage that occurred in the 1957-58 crop year. Purchases for the season, while above the low level of a year earlier, were down substantially from other preceding years. Prices paid for tangerines averaged about 35.8 cents per dozen, 8.7 cents less than in February 1958 (table 30).

Table 1.--Concentrated juices and ades: Summary consumer purchases, percentage of families buying and average prices paid, February 1959 and 1958 (4-week period)

Commodity	Total purchases		Purchases per buying family				Percentage of families buying		Average prices paid		
			Number		Volume						
	1959	1958	1959	1958	1959	1958	1959	1958	Unit	1959	1958
	1,000	1,000									
	<u>gallons</u>	<u>gallons</u>	<u>Number</u>	<u>Number</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Percent</u>	<u>Percent</u>	<u>Ounces</u>	<u>Cents</u>	<u>Cents</u>
Frozen juices:											
Orange	4,436	4,423	2.0	2.2	20.8	18.6	26.2	28.0	6	20.5	20.3
Other	655	853	1/	1/	13.9	1/	1/	1/	6	19.6	1/
Total	5,091	5,276	2.3	2.4	19.5	17.8	28.6	31.2			
Frozen ades:											
Lemon	169	191	1.3	1.4	16.3	15.8	1.9	2.3	6	12.0	12.7
Lime	2/	1/	2/	1/	2/	1/	.1	1/	6	2/	1/
Shelf-pack orangeade	2/	106	2/	1.6	2/	16.4	.8	1.0	6	2/	17.0

1/ Data not available. 2/ Too few purchases reported for analysis.

Table 2.--Single-strength juices, ades and drinks: Summary consumer purchases, percentage of families buying and average prices paid, February 1959 and 1958 (4-week period)

Commodity	Total purchases		Purchases per buying family				Percentage of families buying		Average prices paid		
			Number		Volume						
	1959	1958	1959	1958	1959	1958	1959	1958	Unit	1959	1958
	1,000	1,000									
	<u>gallons</u>	<u>gallons</u>	<u>Number</u>	<u>Number</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Percent</u>	<u>Percent</u>	<u>Ounces</u>	<u>Cents</u>	<u>Cents</u>
Chilled orange juice	2,124	2,163	3.0	3.0	37.3	38.4	4.8	4.7	32	40.2	36.4
	1,000	1,000									
	<u>cases</u>	<u>1/ cases</u>	<u>Number</u>	<u>Number</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Percent</u>	<u>Percent</u>	<u>Ounces</u>	<u>Cents</u>	<u>Cents</u>
Canned juices:											
Orange	806	1,309	1.6	1.7	51.6	60.1	8.0	11.0	46	42.2	31.7
Grapefruit	590	855	1.4	1.5	60.9	62.5	5.7	7.7	46	34.8	28.1
Lemon	51	47	1.2	1.2	15.5	15.1	2.3	2.2	5 1/2-6	9.7	11.1
Prune	608	655	1.8	1.8	38.8	40.5	7.3	7.5	32	42.3	33.6
Pineapple	1,029	1,304	1.4	2/	60.9	2/	10.0	12.4	46	32.1	28.5
Tomato	1,795	1,859	1.5	1.5	59.1	57.9	17.6	18.1	46	28.0	27.9
Other	1,806	3,746	1.9	2.0	45.0	52.4	17.6	30.6	46	38.7	31.2
Total	6,685	8,471	2.4	2.7	51.1	53.8	45.7	51.3			
Single-strength orangeade	421	424	1.6	1.6	65.8	71.3	3.3	3.2	46	31.5	28.2
Pineapple-grapefruit drink	1,169	748	1.4	2/	70.5	2/	9.9	6.9	46	29.7	29.6

1/ Equivalent cases 24 No. 2 cans. 2/ Data not available.

Table 3.--Fresh and canned fruit: Summary consumer purchases, percentage of families buying and average prices paid, February 1959 and 1958 (4-week period)

Commodity	Total purchases		Purchases per buying family:				Percentage of families buying		Average prices paid per dozen	
			Number		Volume					
	1959	1958	1959	1958	1959	1958	1959	1958	1959	1958
	1,000 boxes	1,000 boxes	Number	Number	Units	Units	Percent	Percent	Cents	Cents
Fresh oranges:										
California-Arizona	1,221	1,017	1.8	1.8	12.7	10.0	23.4	21.6	47.9	65.8
Florida	859	959	1.9	1.9	13.4	13.4	14.9	16.2	45.0	43.6
Unidentified	439	457	1.5	1.6	11.5	10.7	11.2	11.2	47.1	51.1
Total 1/	2,623	2,670	2.1	2.1	12.7	11.7	42.8	44.0	46.6	51.9
Fresh grapefruit:										
California-Arizona	243	279	1.6	1.5	6.9	7.3	3.1	3.9	77.4	71.5
Florida	1,300	1,137	1.9	1.9	5.8	5.2	17.4	17.0	85.3	97.1
Unidentified	448	540	1.5	1.5	5.6	5.1	8.4	10.5	79.3	87.7
Total 1/	2,376	2,336	1.9	2.0	6.1	5.8	30.4	31.4	80.8	86.1
Lemons	220	242	1.6	1.5	6.3	6.1	15.1	18.0	45.7	47.8
Limes	2/	3/	2/	3/	2/	3/	.2	3/	2/	3/
Tangerines	224	90	1.5	1.3	11.9	11.1	4.5	2.4	35.8	44.5
	1,000 cases 4/	1,000 cases 4/	Number	Number	Ounces	Ounces	Percent	Percent	Cents 5/	Cents 5/
Canned grapefruit sections	230	279	1.4	1.3	36.3	39.0	4.1	5.3	20.4	19.0

1/ Includes purchases of Texas fruit. 2/ Too few purchases reported for analysis. 3/ Data not available.
4/ Equivalent cases 24 No. 2 cans...480 ounces per case. 5/ Price per No. 303 can.

Table 4.--Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1957 to date

Period 1/	Fresh oranges		Frozen concentrated orange juice		Canned single-strength orange juice		Chilled orange juice 2/		Total	
	1958-59	1957-58	1958-59	1957-58	1958-59	1957-58	1958-59	1957-58	1958-59	1957-58
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
Oct.	750	1,526	2,871	4,037	620	724	328	296	4,569	6,583
Nov.	1,176	2,162	2,796	3,981	526	750	352	308	4,850	7,201
Dec.	2,474	3,039	2,513	3,649	469	595	314	295	5,770	7,578
Oct.-Dec.	4,749	7,343	8,794	12,557	1,721	2,218	1,058	983	16,322	23,101
Jan.	2,585	2,666	2,968	3,557	475	836	356	390	6,384	7,449
Feb.	2,623	2,670	3,016	3,401	484	809	378	396	6,501	7,276
Mar.		2,297		3,353		976		417		7,043
Oct.-Mar.		15,578		23,750		5,100		2,300		46,728
Apr.		1,884		3,090		937		344		6,255
May		1,686		3,030		893		336		5,945
Jun.		1,125		2,570		827		334		4,856
Oct.-Jun.		20,651		33,149		7,954		3,387		65,141
Jul.		801		2,519		796		315		4,431
Aug.		685		2,506		677		279		4,147
Sep.		660		2,677		635		294		4,266
Season		22,970		41,460		10,192		4,363		78,985

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Based on yield of canned single-strength orange juice.

Table 5.--Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1957 to date

Period 1/	Fresh grapefruit		Canned single-strength grapefruit juice		Canned grapefruit sections		Total	
	1958-59	1957-58	1958-59	1957-58	1958-59	1957-58	1958-59	1957-58
	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>
Oct.	291	1,152	527	715	231	180	1,049	2,047
Nov.	1,243	1,726	495	667	194	164	1,932	2,557
Dec.	1,664	1,825	375	554	142	134	2,181	2,513
Oct.-Dec.	3,543	5,146	1,499	2,099	602	513	5,644	7,758
Jan.	2,105	2,000	446	722	158	199	2,709	2,921
Feb.	2,376	2,336	432	639	159	185	2,967	3,160
Mar.		2,193		596		159		2,948
Oct.-Mar.		12,266		4,209		1,091		17,566
Apr.		1,638		657		187		2,482
May		1,085		610		203		1,898
Jun.		496		560		209		1,265
Oct.-Jun.		15,656		6,161		1,745		23,562
Jul.		226		504		196		926
Aug.		137		508		183		828
Sep.		81		497		222		800
Season		16,128		7,794		2,393		26,315

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

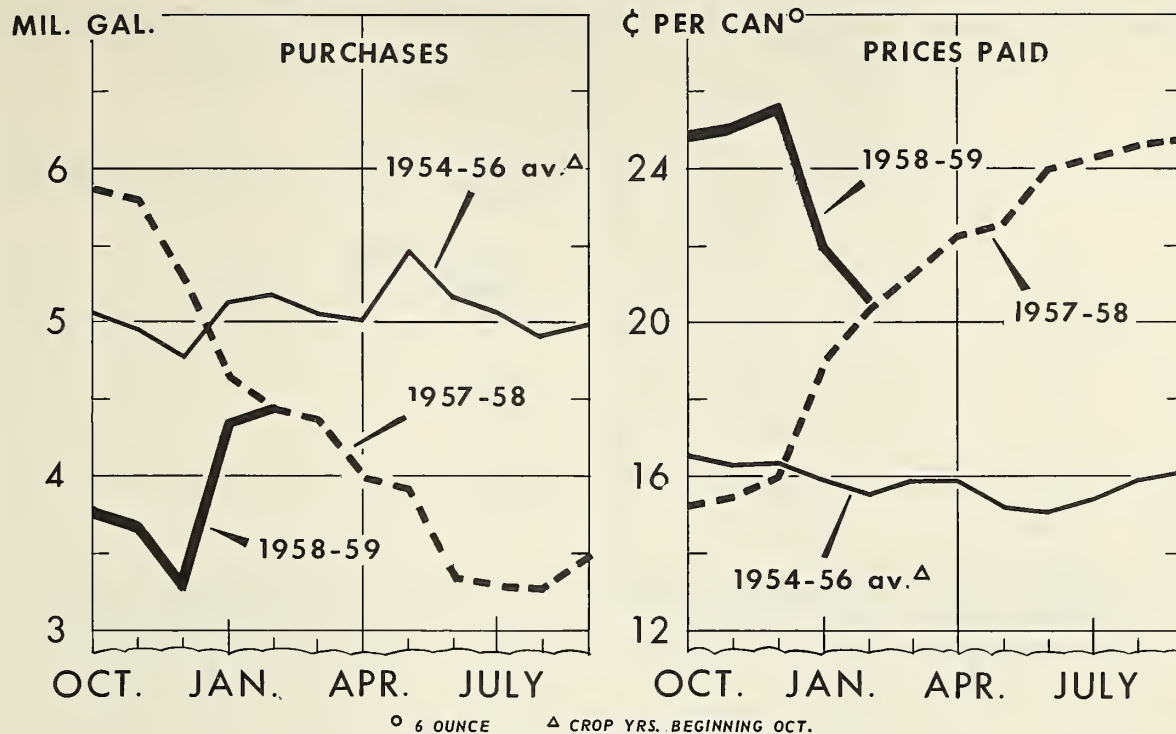
Table 6.--Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1957 to date

Period 1/	Fresh lemons		Lemon juice		Frozen concentrated lemonade		Total	
	1958-59	1957-58	1958-59	1957-58	1958-59	1957-58	1958-59	1957-58
	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>
Oct.	248	259	61	49	99	88	408	396
Nov.	201	226	44	46	50	48	295	320
Dec.	203	243	55	52	41	43	299	338
Oct.-Dec.	703	790	168	161	196	188	1,067	1,139
Jan.	189	261	53	39	36	38	278	338
Feb.	220	242	53	48	36	40	309	330
Mar.		251		56		46		353
Oct.-Mar.		1,604		313		327		2,244
Apr.		295		57		92		444
May		363		70		235		668
Jun.		508		87		432		1,027
Oct.-Jun.		2,888		541		1,216		4,645
Jul.		585		116		588		1,289
Aug.		538		91		559		1,188
Sep.		317		67		205		589
Season		4,429		837		2,678		7,944

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 1

NEG. 6645-59 (4) AGRICULTURAL MARKETING SERVICE

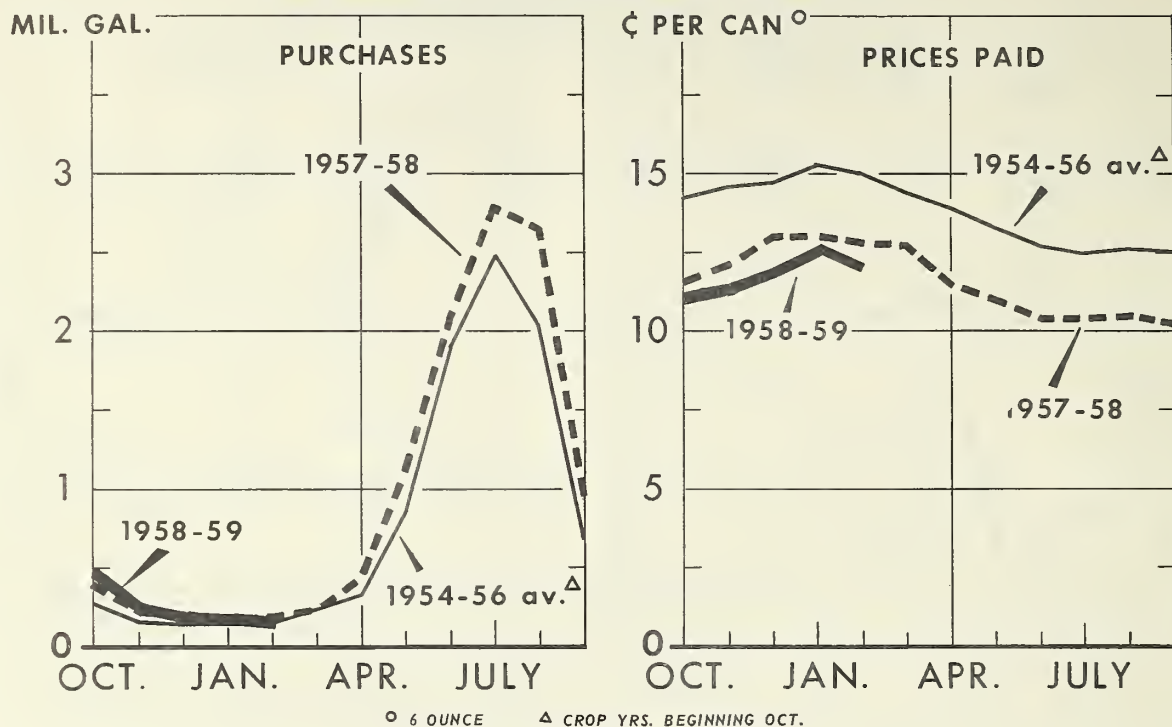
Table 7.--Frozen concentrated orange juice: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per 6-oz. can		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/ 1956-57
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	3,743	5,851	5,064	24.4	30.9	29.3	24.8	15.2	16.6
Nov.	3,646	5,770	4,955	24.1	31.2	28.6	25.0	15.4	16.3
Dec.	3,276	5,288	4,751	22.4	29.3	28.9	25.5	15.9	16.4
Oct.-Dec.	11,465	18,198	15,902						
Jan.	4,364	4,626	5,122	25.8	27.9	27.9	22.0	18.9	15.9
Feb.	4,436	4,423	5,179	26.2	28.0	28.3	20.5	20.3	15.5
Mar.		4,360	5,043		26.7	27.7		21.2	15.8
Oct.-Mar.		32,753	32,579						
Apr.		3,992	5,006		25.2	28.0		22.2	15.8
May		3,915	5,441		24.2	30.8		22.5	15.2
Jun.		3,320	5,147		23.5	30.3		23.9	15.1
Oct.-Jun.		44,896	49,479						
Jul.		3,284	5,061		22.9	29.7		24.2	15.4
Aug.		3,267	4,897		23.0	29.3		24.6	15.9
Sep.		3,490	4,987		24.0	28.6		24.7	16.1
Season		55,732	65,680					20.0	15.8

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

FROZEN CONCENTRATED LEMONADE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 2

NEG. 6648-59 (4) AGRICULTURAL MARKETING SERVICE

Table 8.--Frozen concentrated lemonade: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per 6-oz. can		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/ 1956-57
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	467	415	275	3.8	3.6	3.8	11.0	11.5	14.2
Nov.	236	228	163	2.4	2.3	1.9	11.3	12.0	14.6
Dec.	192	203	147	2.0	2.4	1.9	11.9	12.9	14.7
Oct.-Dec.	930	891	626						
Jan.	171	181	150	1.9	2.3	2.1	12.6	12.9	15.2
Feb.	169	191	153	1.9	2.3	1.9	12.0	12.7	15.0
Mar.		216	217		2.1	2.8		12.6	14.4
Oct.-Mar.		1,548	1,188						
Apr.		434	320		4.7	3.5		11.4	13.9
May		1,115	846		8.8	8.5		10.8	13.2
Jun.		2,048	1,908		14.3	17.0		10.3	12.7
Oct.-Jun.		5,761	4,578						
Jul.		2,786	2,463		18.4	19.1		10.3	12.5
Aug.		2,651	2,035		16.9	16.0		10.4	12.6
Sep.		973	699		7.8	6.4		10.2	12.5
Season		12,691	10,171					10.6	12.9

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

Table 9.--Shelf-pack orangeade: Consumer purchases, percentage of families buying, and average prices paid October 1956 to date

Period 1/	Purchases			Families buying			Prices paid per 6-oz. can		
	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	2/	123	117	0.9	1.0	1.3	2/	17.2	16.9
Nov.	2/	2/	2/	.9	.8	.8	2/	2/	2/
Dec.	88	2/	87	1.0	.8	1.0	19.3	2/	17.3
Oct.-Dec.	306	342	304						
Jan.	2/	109	2/	.9	1.0	.9	2/	16.9	2/
Feb.	2/	106	2/	.8	1.0	.9	2/	17.0	2/
Mar.		96	2/		1.0	.8		17.6	2/
Oct.-Mar.		678	576						
Apr.		127	124		1.2	1.1		19.0	17.1
May		153	85		1.3	1.0		17.7	17.1
Jun.		144	107		1.6	1.1		17.9	17.0
Oct.-Jun.		1,147	920						
Jul.		148	114		1.4	1.3		17.8	16.9
Aug.		112	124		1.1	1.3		18.6	16.3
Sep.		92	2/		1.1	.8		18.7	2/
Season		1,516	1,277					17.8	17.0

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Too few purchases reported for analysis.

Table 10.--All frozen concentrated juices: Consumer purchases and percentage of families buying October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying		
	1958-59	1957-58	Average	1958-59	1957-58	1956-57
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Percent
Oct.	4,544	6,478	5,608	27.7	32.9	30.9
Nov.	4,437	6,405	5,434	27.1	33.5	30.1
Dec.	3,983	5,936	5,243	25.3	31.9	30.7
Oct.-Dec.	13,918	20,232	17,541			
Jan.	5,006	5,408	5,692	28.1	30.9	29.7
Feb.	5,091	5,276	5,753	28.6	31.2	30.1
Mar.		5,181	5,652		30.0	29.6
Oct.-Mar.		37,466	36,129			
Apr.		4,876	5,574		28.9	29.9
May		4,685	6,057		27.6	32.9
Jun.		4,074	5,816		26.8	32.9
Oct.-Jun.		52,242	55,042			
Jul.		4,142	5,764		27.1	32.4
Aug.		4,096	5,533		26.5	31.6
Sep.		4,293	5,569		27.4	31.1
Season		65,799	73,323			

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

Table 11.--All canned single-strength juices: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases 2/			Families buying			Equivalent prices paid per No. 2 can		
	1958-59	1957-58	Average	1958-59	1957-58	1956-57	1958-59	1957-58	Average
	1958-59	1957-58	1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	1954-55/ 1956-57
	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	7,188	7,462	6,911	46.3	50.1	46.6	15.0	13.5	13.4
Nov.	6,657	7,587	6,637	45.4	50.7	45.9	15.3	13.5	13.5
Dec.	6,049	6,576	6,418	42.9	47.1	46.0	15.6	13.8	13.7
Oct.-Dec.	21,403	23,255	21,563						
Jan.	6,876	7,850	7,156	46.5	50.9	47.2	15.5	13.4	13.5
Feb.	6,685	7,723	7,363	45.7	51.3	47.7	15.6	13.5	13.3
Mar.		8,185	7,420		52.0	49.0		13.7	13.3
Oct.-Mar.		49,130	45,404						
Apr.		7,963	7,343		51.5	48.2		13.9	13.3
May		8,090	7,406		51.4	48.2		13.9	13.3
Jun.		7,182	7,323		51.3	49.1		14.0	13.4
Oct.-Jun.		74,649	69,303						
Jul.		7,348	7,120		51.4	47.8		14.4	13.6
Aug.		7,066	6,754		47.6	47.6		14.4	13.6
Sep.		6,718	6,727		46.9	45.9		14.7	13.6
Season		97,402	91,509					13.9	13.4

1/ Monthly data are for 4-week (28 day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ 1956-58 adjusted to exclude pineapple-grapefruit drink. 3/ Equivalent cases 24 No. 2 cans...432 oz. per case.

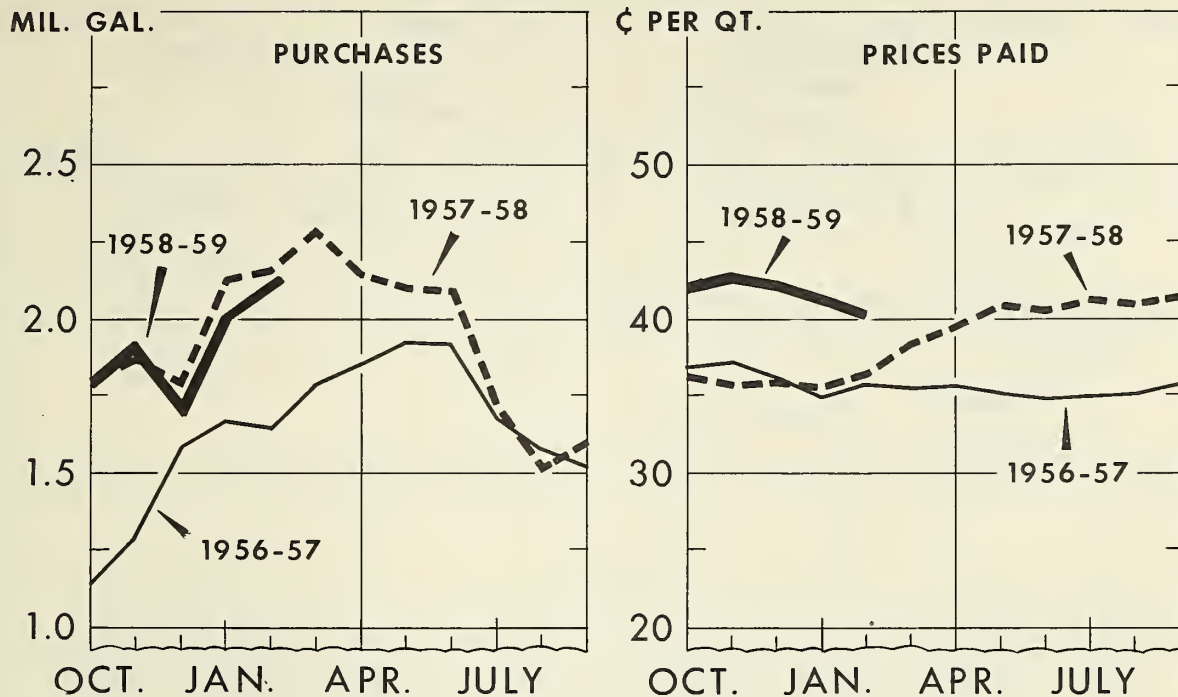
Table 12.--Frozen concentrated and canned single-strength juices not individually reported: Consumer purchases, October 1956 to date

Period 1/	Frozen concentrated juices 2/			Canned single-strength juices 3/		
	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57
	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57
	1,000 gallons	1,000 gallons	1,000 gallons	1,000 cases 4/	1,000 cases 4/	1,000 cases 4/
Oct.	801	627	532	1,746	1,610	1,344
Nov.	791	635	450	1,712	1,439	1,293
Dec.	707	648	503	1,631	1,441	1,354
Oct.-Dec.	2,453	2,034	1,631	5,510	4,823	4,274
Jan.	642	782	578	1,845	1,652	1,440
Feb.	655	853	599	1,806	1,694	1,487
Mar.		821	633		1,924	1,519
Oct.-Mar.		4,713	3,599		10,564	9,131
Apr.		884	538		1,833	1,397
May		770	598		1,970	1,631
Jun.		754	673		1,926	1,583
Oct.-Jun.		7,346	5,565		16,781	14,104
Jul.		858	690		1,906	1,475
Aug.		829	621		1,737	1,475
Sep.		803	567		1,618	1,363
Season		10,067	7,609		22,469	18,743

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Excludes frozen concentrated orange juice. 3/ Excludes canned single-strength orange, grapefruit, lemon, pineapple, prune, and tomato juices. 4/ Equivalent cases 24 No. 2 cans...432 oz. per case.

CHILLED ORANGE JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 3

NEG. 6646-59 (4) AGRICULTURAL MARKETING SERVICE

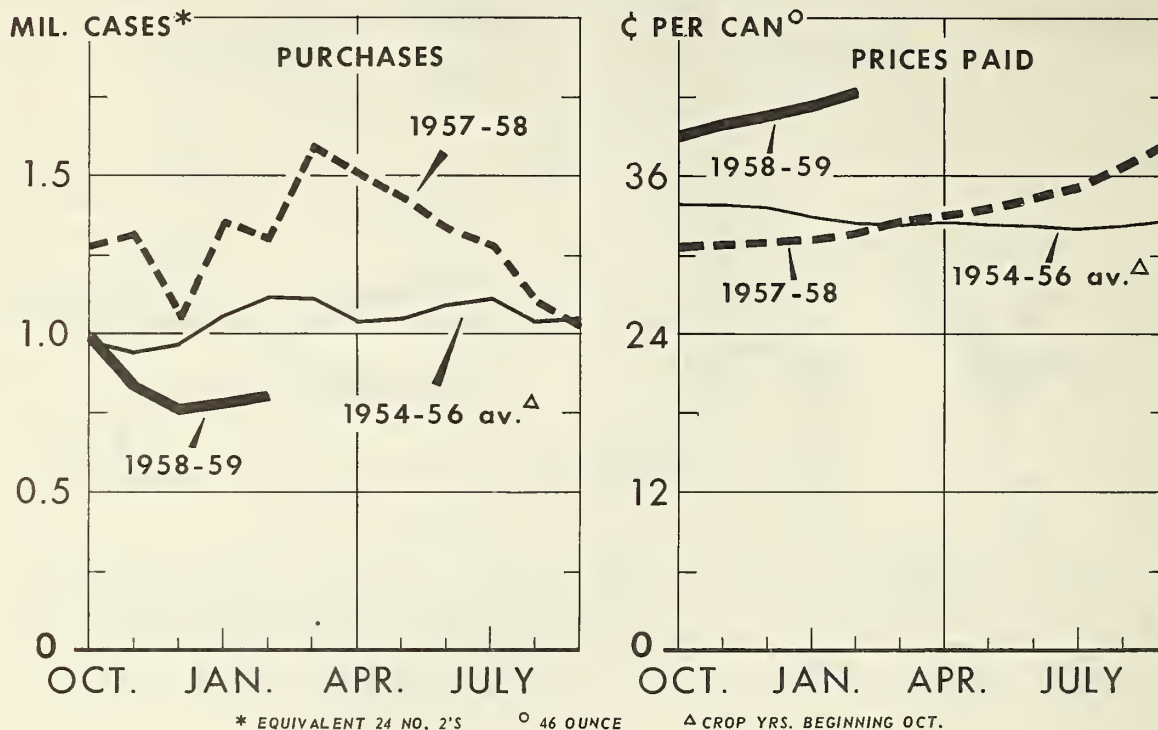
Table 13.--Chilled orange juice: Consumer purchases, percentage of families buying, and average prices paid, October 1956 to date

Period 1/	Purchases			Families buying			Prices paid per quart		
	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Percent	Cents 2/	Cents 3/	Cents 3/
Oct.	1,782	1,794	1,146	3.6	3.5	3.0	41.8	36.3	36.8
Nov.	1,911	1,869	1,296	3.5	4.1	2.7	42.5	35.8	37.3
Dec.	1,706	1,786	1,579	3.4	3.5	3.3	42.1	35.9	36.1
Oct.-Dec.	5,749	5,958	4,398						
Jan.	2,002	2,129	1,666	4.4	4.3	3.2	41.2	35.4	35.0
Feb.	2,124	2,163	1,650	4.8	4.7	3.6	40.2	36.4	35.7
Mar.		2,277	1,794		4.8	3.4		38.4	35.5
Oct.-Mar.		13,153	9,968						
Apr.		2,147	1,858		4.4	3.6		39.6	35.6
May		2,099	1,937		4.2	3.5		40.9	35.2
Jun.		2,087	1,933		4.0	3.7		40.4	34.9
Oct.-Jun.		19,944	16,185						
Jul.		1,714	1,674		3.4	3.3		41.2	35.0
Aug.		1,516	1,574		3.3	3.1		41.0	35.1
Sep.		1,600	1,525		3.2	3.0		41.4	35.7
Season		25,247	21,347					38.4	35.5

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Price per actual quart. 3/ Price per equivalent quart.

SINGLE-STRENGTH ORANGE JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 4

NEG. 6649-59 (4) AGRICULTURAL MARKETING SERVICE

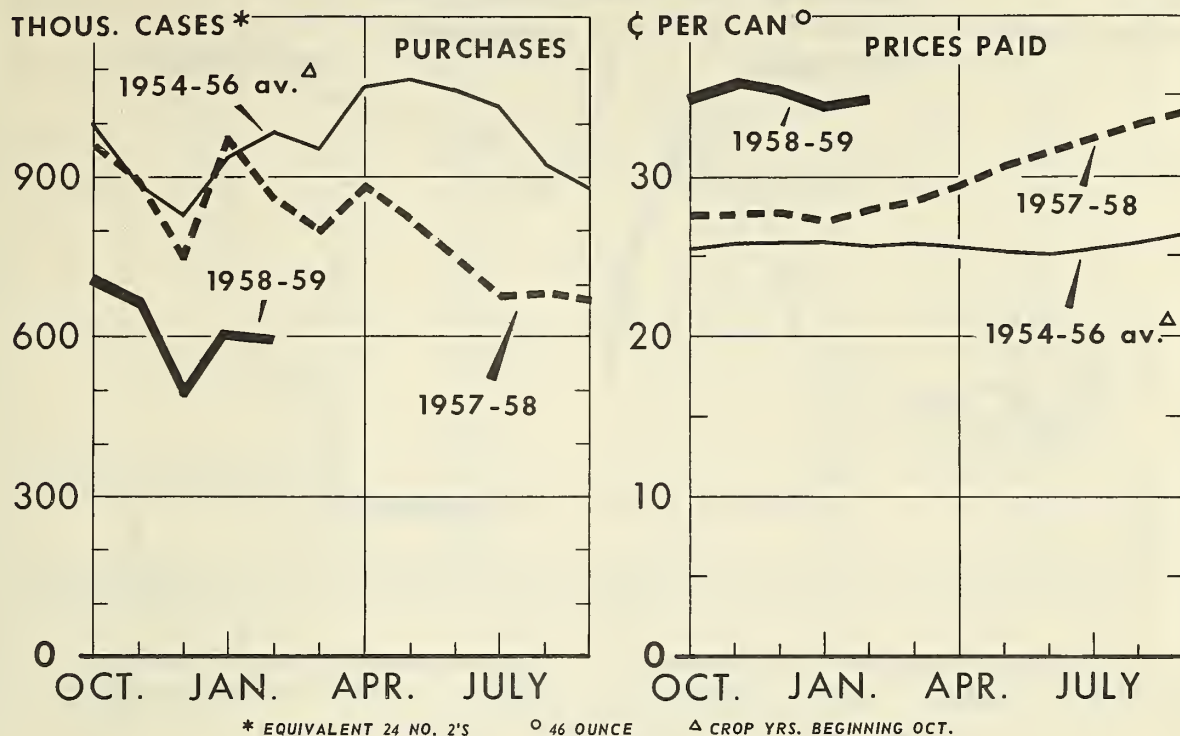
Table 14.--Single-strength orange juice: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date, and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/ 1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	996	1,268	978	9.1	10.9	7.9	39.1	30.6	33.8
Nov.	846	1,313	944	8.4	11.5	8.0	39.9	30.7	33.8
Dec.	754	1,042	968	7.5	9.6	7.9	40.5	30.9	33.5
Oct.-Dec.	2,767	3,885	3,121						
Jan.	791	1,353	1,055	7.6	11.8	8.0	41.6	31.1	32.7
Feb.	806	1,309	1,118	8.0	11.0	9.1	42.2	31.7	32.3
Mar.		1,580	1,113		11.8	9.1		32.6	32.2
Oct.-Mar.		8,548	6,685						
Apr.		1,504	1,033		11.4	9.2		32.8	32.4
May		1,433	1,046		11.0	8.1		33.4	32.3
Jun.		1,328	1,087		11.0	9.0		34.3	32.2
Oct.-Jun.		13,129	10,120						
Jul.		1,277	1,110		10.4	9.9		35.2	32.0
Aug.		1,086	1,036		9.2	9.6		36.6	32.2
Sep.		1,020	1,044		9.2	9.5		38.3	32.5
Season		16,721	13,566					33.0	32.6

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

SINGLE-STRENGTH GRAPEFRUIT JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 5

NEG. 6650-59 (4) AGRICULTURAL MARKETING SERVICE

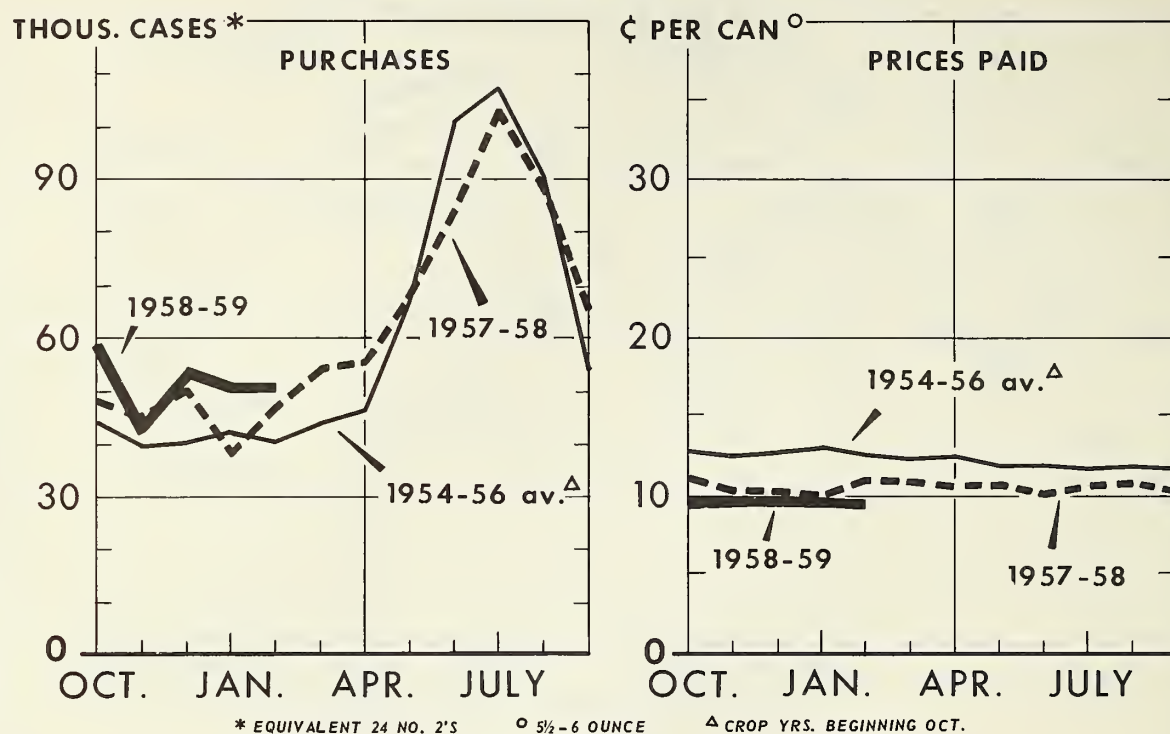
Table 15.--Single-strength grapefruit juice: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/ 1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	706	959	1,015	6.6	8.1	8.0	35.0	27.4	25.6
Nov.	663	894	883	5.8	7.8	7.2	35.7	27.4	25.9
Dec.	502	743	824	5.1	6.6	6.6	35.6	27.6	25.9
Oct.-Dec.	2,007	2,814	2,927						
Jan.	609	967	938	5.8	8.5	7.9	34.5	27.3	25.9
Feb.	590	855	983	5.7	7.7	8.1	34.8	28.1	25.7
Mar.		798	950		6.9	7.3		28.4	25.9
Oct.-Mar.		5,639	6,037						
Apr.		879	1,069		7.8	8.3		29.5	25.7
May		815	1,083		7.4	8.1		30.4	25.4
Jun.		749	1,063		7.2	7.5		31.4	25.2
Oct.-Jun.		8,248	9,503						
Jul.		674	1,032		6.1	7.4		32.4	25.5
Aug.		679	922		6.6	7.2		33.3	25.9
Sep.		664	875		6.1	7.2		34.1	26.5
Season		10,431	12,557					29.5	25.7

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

SINGLE-STRENGTH LEMON JUICE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 6

NEG. 6651-59 (4) AGRICULTURAL MARKETING SERVICE

Table 16.--Single-strength lemon juice: Consumer purchases, percentage of families buying, and average prices paid October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per 5½-6-oz. can		
	1958-59	1957-58	Average	1958-59	1957-58	1956-57	1958-59	1957-58	Average
	1954-55/ 1956-57	1954-55/ 1956-57	1954-55/ 1956-57	1954-55/ 1956-57	1954-55/ 1956-57	1954-55/ 1956-57	1954-55/ 1956-57	1954-55/ 1956-57	1954-55/ 1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	59	48	44	2.4	2.2	2.2	9.7	11.1	12.8
Nov.	43	45	39	2.1	2.0	1.8	9.8	10.3	12.4
Dec.	53	50	40	2.2	2.3	2.0	9.8	10.3	12.7
Oct.-Dec.	163	156	137						
Jan.	51	38	42	2.2	1.9	2.1	9.8	10.0	13.1
Feb.	51	47	40	2.3	2.2	2.0	9.7	11.1	12.8
Mar.		54	44		2.3	2.5		11.0	12.4
Oct.-Mar.		304	274						
Apr.		55	46		2.6	2.3		10.4	12.5
May		68	67		3.1	2.9		10.6	12.0
Jun.		84	101		3.6	4.5		10.0	12.0
Oct.-Jun.		525	506						
Jul.		113	117		4.6	4.5		10.6	11.8
Aug.		88	90		3.5	3.4		10.7	11.9
Sep.		65	54		2.8	2.6		10.3	11.7
Season		812	786					10.5	12.2

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

Table 17.--Pineapple juice: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/ 1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	1,201	1,248	1,352	11.6	12.2	12.5	30.5	29.6	27.9
Nov.	1,056	1,277	1,220	10.4	12.9	12.6	30.8	29.0	28.4
Dec.	997	1,121	1,174	9.7	11.0	12.4	32.0	29.3	28.4
Oct.-Dec.	3,501	3,886	4,027						
Jan.	1,056	1,264	1,285	10.4	12.1	12.5	31.9	29.3	28.1
Feb.	1,029	1,304	1,424	10.0	12.4	12.7	32.1	28.5	27.7
Mar.		1,297	1,400		12.4	12.9		29.1	27.5
Oct.-Mar.		8,046	8,507						
Apr.		1,172	1,388		11.8	12.5		29.6	27.4
May		1,368	1,312		12.6	11.2		29.0	27.7
Jun.		1,284	1,335		12.3	10.8		28.6	27.7
Oct.-Jun.		12,164	12,878						
Jul.		1,239	1,253		12.1	11.7		29.5	28.0
Aug.		1,345	1,251		12.2	10.2		29.1	28.0
Sep.		1,138	1,248		10.8	9.9		30.1	28.1
Season		16,174	16,906					28.5	27.9

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

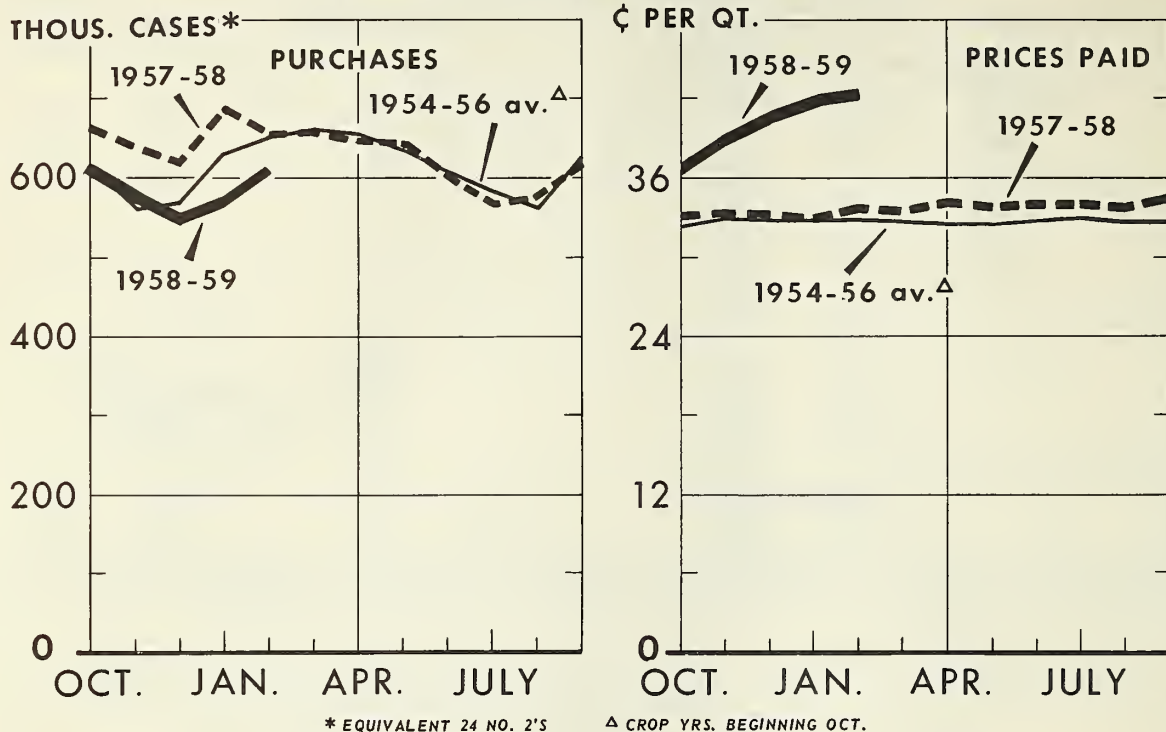
Table 18.--Pineapple-grapefruit drink: Consumer purchases, percentage of families buying, and average prices paid October 1956 to date

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	935	718	276	8.5	6.8	2.8	30.0	29.8	28.0
Nov.	997	599	232	9.1	6.0	2.2	29.4	30.4	28.2
Dec.	862	471	186	7.5	5.0	2.4	30.0	31.1	28.6
Oct.-Dec.	2,978	1,911	764						
Jan.	1,026	585	272	8.9	5.9	2.8	30.3	30.4	29.2
Feb.	1,169	748	309	9.9	6.9	3.4	29.7	29.6	29.2
Mar.		755	423		6.9	3.9		29.4	29.3
Oct.-Mar.		4,183	1,850						
Apr.		621	443		6.3	4.4		30.9	29.2
May		808	549		7.3	5.7		30.2	27.9
Jun.		1,068	671		9.2	7.6		29.1	27.7
Oct.-Jun.		6,890	3,630						
Jul.		973	813		8.8	7.1		29.6	28.1
Aug.		919	828		8.6	7.1		29.9	28.4
Sep.		785	610		7.1	6.1		31.0	29.3
Season		9,794	6,024					30.0	28.5

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

PRUNE JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 7

NEG. 6652-59(4) AGRICULTURAL MARKETING SERVICE

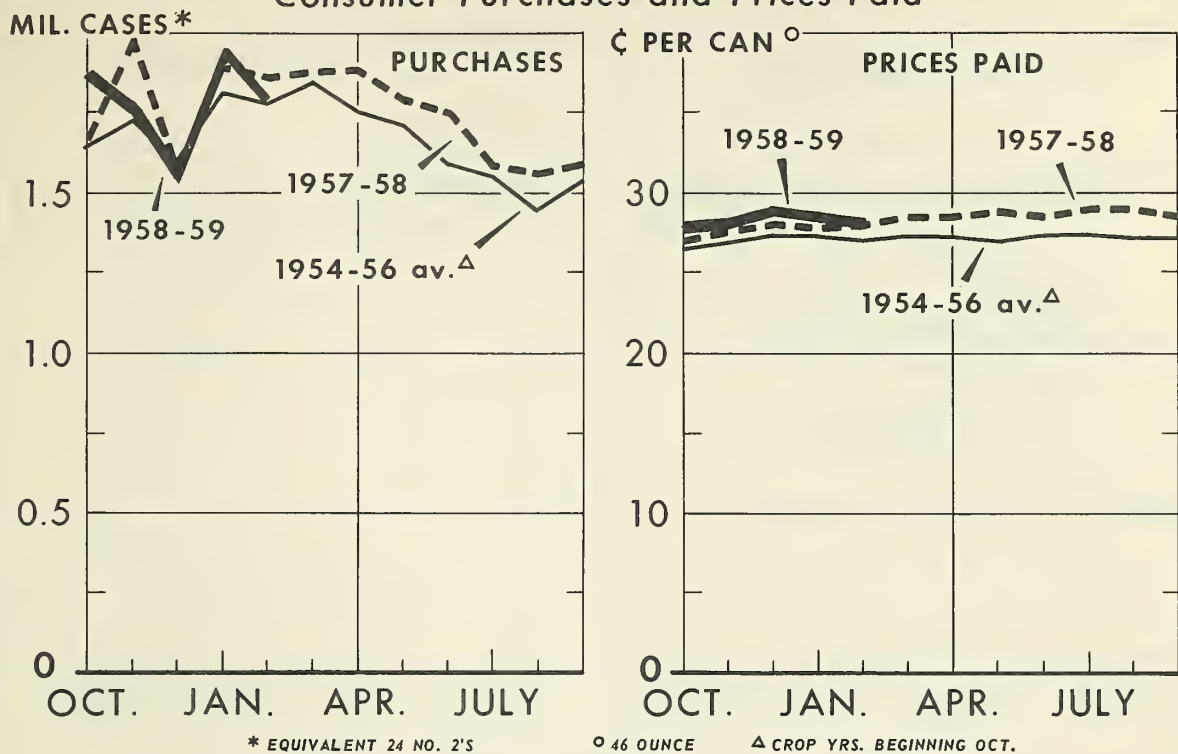
Table 19.--Prune juice: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per quart		
	1958-59	1957-58	Average	1958-59	1957-58	1956-57	1958-59	1957-58	Average
	1958-59	1957-58	1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	1954-55/ 1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	613	666	615	7.1	7.7	8.1	36.7	33.0	32.3
Nov.	578	634	562	7.0	7.4	7.6	38.9	33.2	32.8
Dec.	552	619	569	6.7	7.3	7.6	40.5	33.1	32.7
Oct.-Dec.	1,859	2,047	1,872						
Jan.	572	684	629	7.1	7.7	7.8	42.0	32.9	32.7
Feb.	608	655	651	7.3	7.5	7.6	42.3	33.6	32.7
Mar.		659	660		7.6	8.9		33.4	32.6
Oct.-Mar.		4,205	3,972						
Apr.		644	653		7.4	8.0		34.0	32.4
May		642	636		7.0	7.4		33.7	32.4
Jun.		600	603		6.7	7.2		33.9	32.6
Oct.-Jun.		6,200	6,011						
Jul.		566	585		6.8	7.2		33.9	32.9
Aug.		577	566		6.5	7.0		33.8	32.7
Sep.		617	623		6.8	7.8		34.3	32.7
Season		8,091	7,923					33.6	32.6

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

TOMATO JUICE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 8

NEG. 6653-59 (4) AGRICULTURAL MARKETING SERVICE

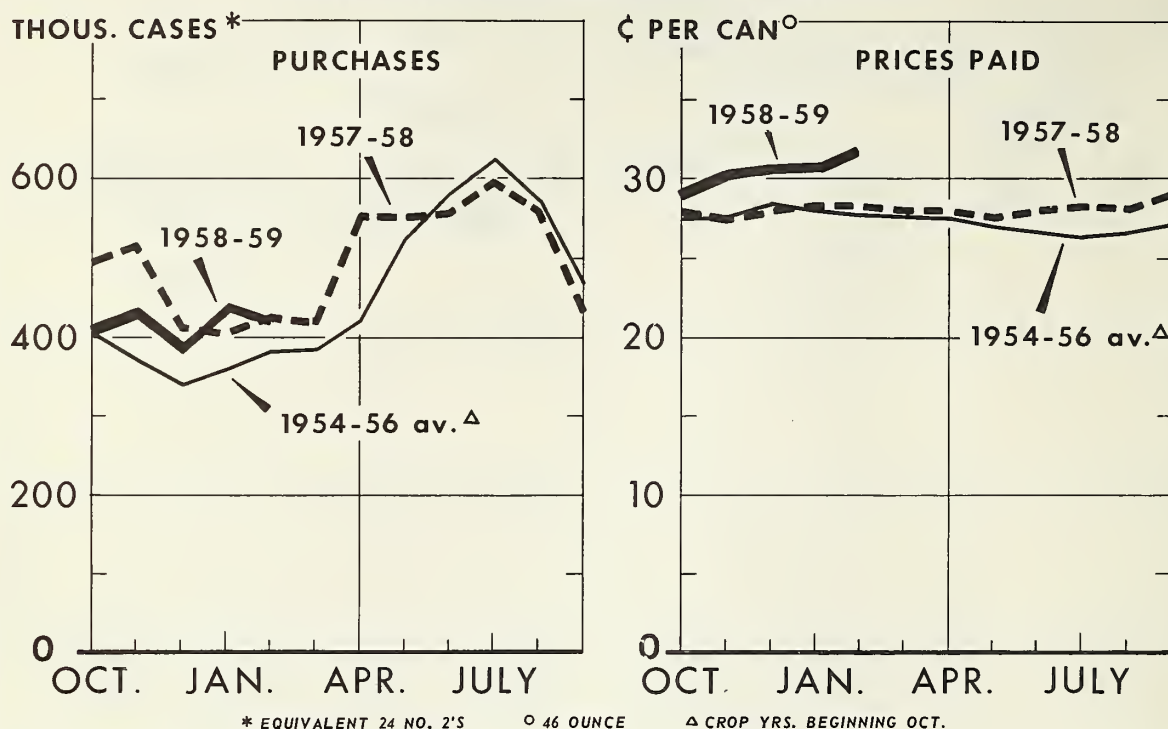
Table 20.--Tomato juice: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1958-59	1957-58	Average	1958-59	1957-58	1956-57	1958-59	1957-58	Average
	cases 2/	cases 2/	cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	1,867	1,663	1,640	17.0	16.5	16.3	27.8	27.0	26.5
Nov.	1,759	1,985	1,720	16.3	20.9	16.8	28.1	27.5	26.9
Dec.	1,560	1,560	1,582	15.9	16.1	16.8	28.9	28.0	27.4
Oct.-Dec.	5,596	5,644	5,390						
Jan.	1,952	1,892	1,818	18.1	18.8	17.8	28.5	27.7	27.4
Feb.	1,795	1,859	1,773	17.6	18.1	18.2	28.0	27.9	27.0
Mar.		1,873	1,846		18.1	19.2		28.5	27.3
Oct.-Mar.		11,824	11,282						
Apr.		1,876	1,755		18.6	18.9		28.5	27.2
May		1,794	1,715		17.4	18.1		28.7	27.0
Jun.		1,751	1,593		17.1	17.3		28.5	27.4
Oct.-Jun.		17,602	16,772						
Jul.		1,573	1,553		17.2	16.1		29.1	27.5
Aug.		1,554	1,449		14.5	16.1		29.0	27.3
Sep.		1,596	1,536		15.6	16.1		28.5	27.2
Season		22,704	21,657					28.2	27.2

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

SINGLE-STRENGTH ORANGEADE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 9

NEG. 6647-59 (4) AGRICULTURAL MARKETING SERVICE

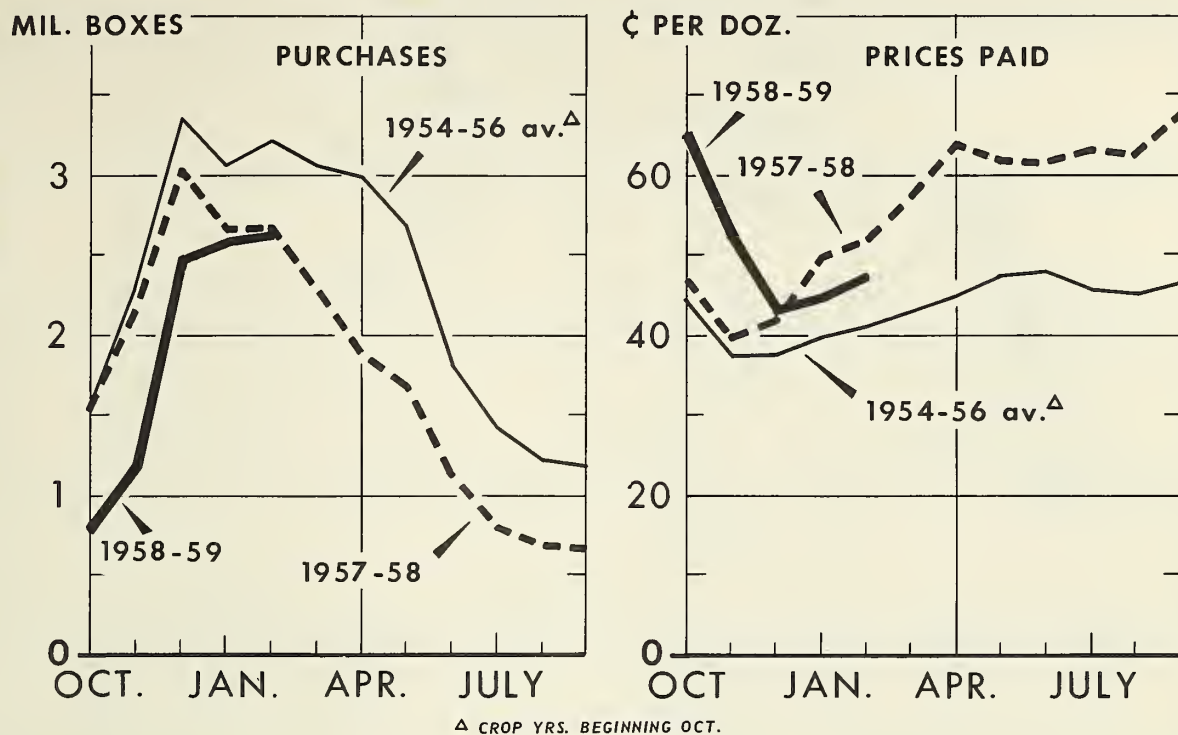
Table 21.--Single-strength orangeade: Consumer purchases, percentage of families buying and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/ 1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	408	494	403	3.1	3.9	3.4	29.3	28.0	27.5
Nov.	431	518	373	3.4	3.6	3.4	30.1	27.5	27.5
Dec.	390	412	340	2.8	3.0	2.9	30.5	27.9	28.2
Oct.-Dec.	1,304	1,514	1,190						
Jan.	440	402	359	3.5	2.9	2.6	30.6	28.2	28.0
Feb.	421	424	383	3.3	3.2	3.2	31.5	28.2	27.8
Mar.		417	385		3.2	3.2		27.8	27.7
Oct.-Mar.		2,867	2,422						
Apr.		553	420		4.4	3.4		27.9	27.5
May		550	524		3.7	4.2		27.4	27.0
Jun.		553	581		4.1	4.6		27.8	26.6
Oct.-Jun.		4,678	4,069						
Jul.		594	621		4.6	4.4		28.1	26.3
Aug.		559	572		4.0	4.4		28.0	26.6
Sep.		428	466		3.5	3.4		29.0	27.1
Season		6,358	5,875					28.0	27.2

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

ALL FRESH ORANGES

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 10

NEG. 6655-59 (4) AGRICULTURAL MARKETING SERVICE

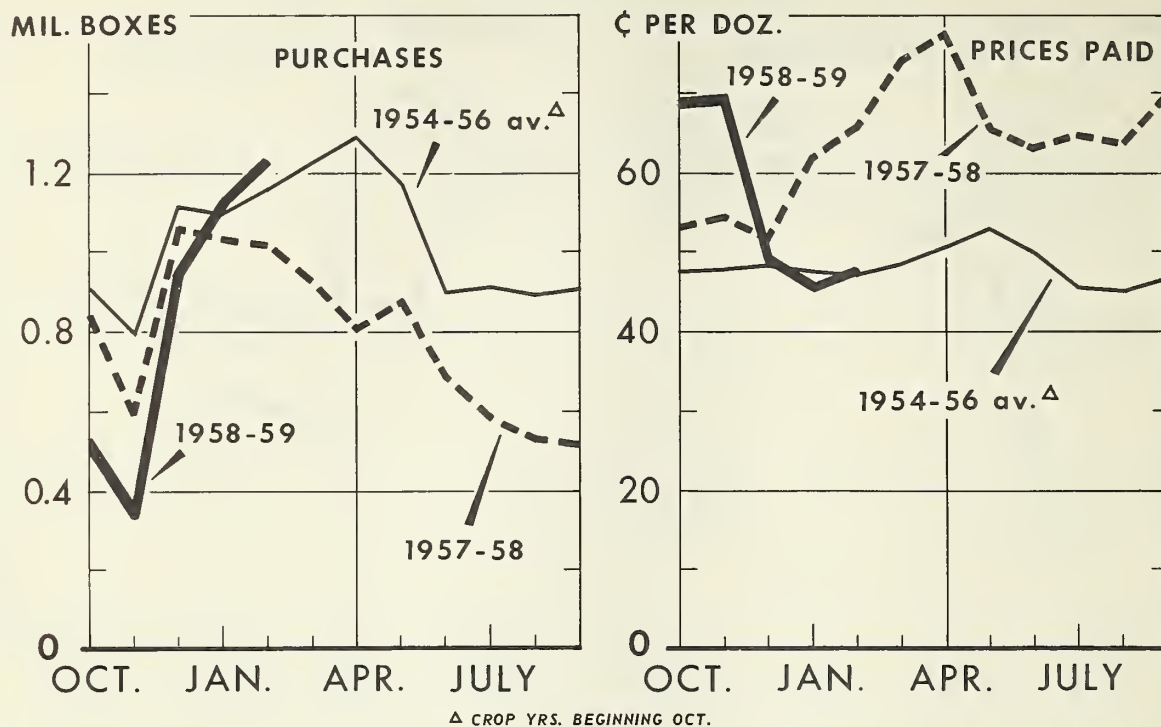
Table 22.--Fresh oranges, all areas: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period ^{1/}	Purchases			Families buying			Prices paid per dozen		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/ 1956-57
	boxes	boxes	boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	750	1,526	1,506	16.3	29.0	25.7	64.7	46.9	44.2
Nov.	1,176	2,162	2,276	26.3	36.8	37.7	52.3	39.8	37.5
Dec.	2,474	3,039	3,360	44.8	48.1	47.5	43.4	41.6	37.9
Oct.-Dec.	4,749	7,343	7,900						
Jan.	2,585	2,666	3,060	41.8	41.2	43.4	44.6	49.5	39.9
Feb.	2,623	2,670	3,214	42.8	44.0	43.7	46.6	51.9	40.9
Mar.		2,297	3,059		39.7	42.0		56.8	43.0
Oct.-Mar.		15,578	15,167						
Apr.		1,884	2,986		33.7	42.8		63.7	44.8
May		1,686	2,682		32.1	39.8		62.0	47.4
Jun.		1,125	1,801		24.2	33.6		61.5	47.8
Oct.-Jun.		20,651	26,025						
Jul.		801	1,422		17.0	25.8		62.8	45.4
Aug.		685	1,207		14.9	21.2		62.3	45.2
Sep.		660	1,170		13.3	20.8		67.8	46.2
Season		22,970	30,113					52.2	42.6

^{1/} Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

FRESH CALIFORNIA-ARIZONA ORANGES

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 11

NEG. 6656-59 (4) AGRICULTURAL MARKETING SERVICE

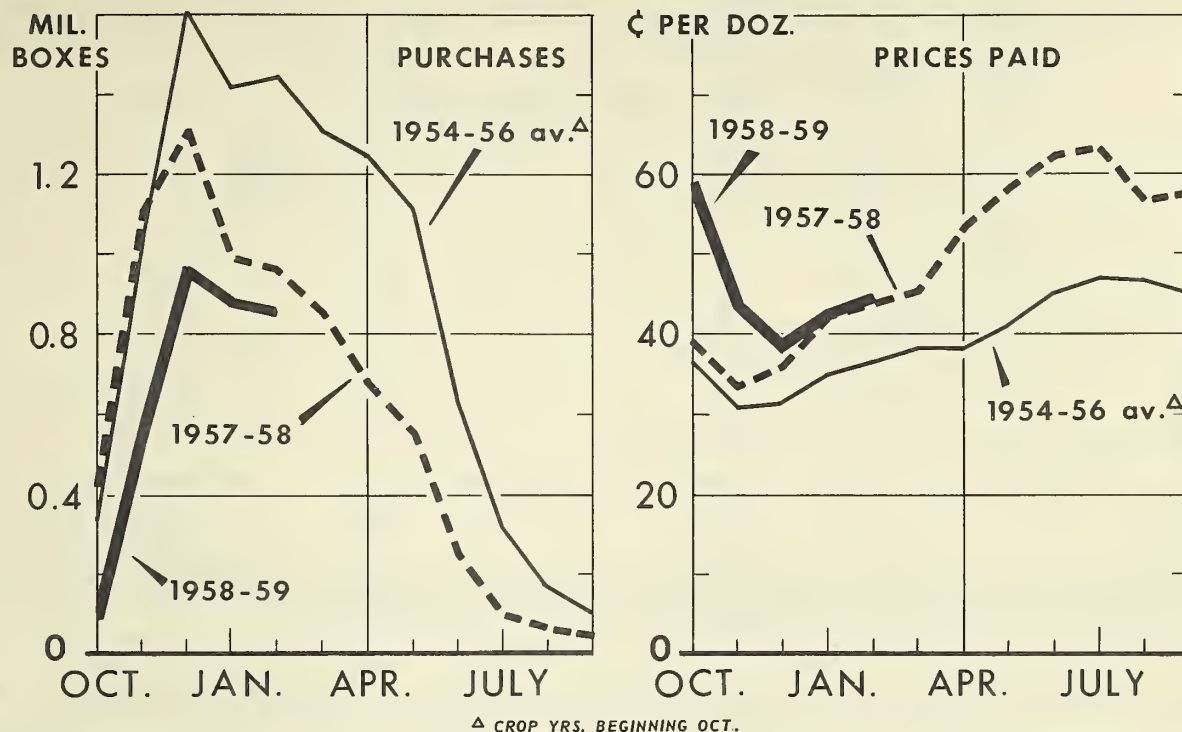
Table 23.--Fresh oranges, California-Arizona: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per dozen		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/ 1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	525	842	912	11.6	17.8	18.9	68.4	53.1	47.7
Nov.	338	593	799	9.8	13.9	18.2	69.2	54.4	47.8
Dec.	947	1,060	1,114	23.6	24.0	24.3	48.9	51.9	48.3
Oct.-Dec.	1,894	2,701	3,083						
Jan.	1,131	1,031	1,092	22.5	21.4	20.1	45.7	61.9	47.8
Feb.	1,221	1,017	1,159	23.4	21.6	20.5	47.9	65.8	46.9
Mar.		922	1,227		20.3	21.4		74.5	48.5
Oct.-Mar.		5,924	6,865						
Apr.		803	1,291		18.5	23.6		77.7	50.7
May		872	1,176		21.2	22.8		65.6	53.0
Jun.		685	900		17.6	21.7		62.9	50.1
Oct.-Jun.		8,515	10,453						
Jul.		587	914		13.4	19.0		64.8	45.5
Aug.		529	889		11.9	16.7		64.0	45.3
Sep.		517	908		10.6	17.0		70.3	46.6
Season		10,280	13,393					63.2	48.3

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

FRESH FLORIDA ORANGES

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 12

NEG. 6657- 59 (4) AGRICULTURAL MARKETING SERVICE

Table 24.--Fresh oranges, Florida: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per dozen		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/ 1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	85	427	337	2.1	9.0	3.9	58.8	39.0	36.3
Nov.	545	1,114	1,043	11.8	18.4	16.4	43.5	33.4	30.9
Dec.	964	1,310	1,609	15.7	18.7	20.3	38.6	35.9	31.5
Oct.-Dec.	1,764	3,135	3,343						
Jan.	879	991	1,419	15.2	14.4	19.2	43.1	42.0	34.7
Feb.	859	959	1,442	14.9	16.2	18.8	45.0	43.6	36.7
Mar.		851	1,301		15.0	16.7		45.1	38.2
Oct.-Mar.		6,153	7,848						
Apr.		675	1,244		11.3	16.1		52.9	38.2
May		552	1,118		8.8	14.7		58.1	40.7
Jun.		264	639		4.3	10.5		62.1	45.0
Oct.-Jun.		7,741	11,067						
Jul.		104	317		1.9	5.6		62.9	46.8
Aug.		66	175		1.4	3.0		56.7	46.6
Sep.		55	110		1.1	2.0		57.5	45.1
Season		7,977	11,697					42.5	36.5

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

Table 25.--Fresh grapefruit, California-Arizona: Consumer purchases, percentage of families buying, and average prices paid October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per dozen		
	1958-59	1957-58	Average	1958-59	1957-58	1956-57	1958-59	1957-58	Average
	1958-59	1957-58	1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	1954-55/ 1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	2/	156	74	0.9	3.0	1.9	2/	80.7	102.1
Nov.	107	137	102	2.2	2.6	2.0	82.3	79.5	87.4
Dec.	197	201	163	3.0	2.8	3.4	83.8	69.1	73.0
Oct.-Dec.	384	535	388						
Jan.	200	226	198	2.8	3.3	3.0	80.8	67.0	71.3
Feb.	243	279	204	3.1	3.9	3.3	77.4	71.5	70.5
Mar.		281	209		3.9	3.3		71.7	71.8
Oct.-Mar.		1,390	1,052						
Apr.		283	200		4.3	3.1		79.5	71.4
May		258	178		4.8	2.8		92.0	78.0
Jun.		175	148		3.9	2.6		112.5	89.1
Oct.-Jun.		2,148	1,620						
Jul.		97	89		2.5	2.5		134.0	104.5
Aug.		76	82		2.0	2.4		143.7	115.0
Sep.		38	89		1.2	2.9		153.4	110.7
Season		2,376	1,902					84.3	81.2

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Too few purchases reported for analysis.

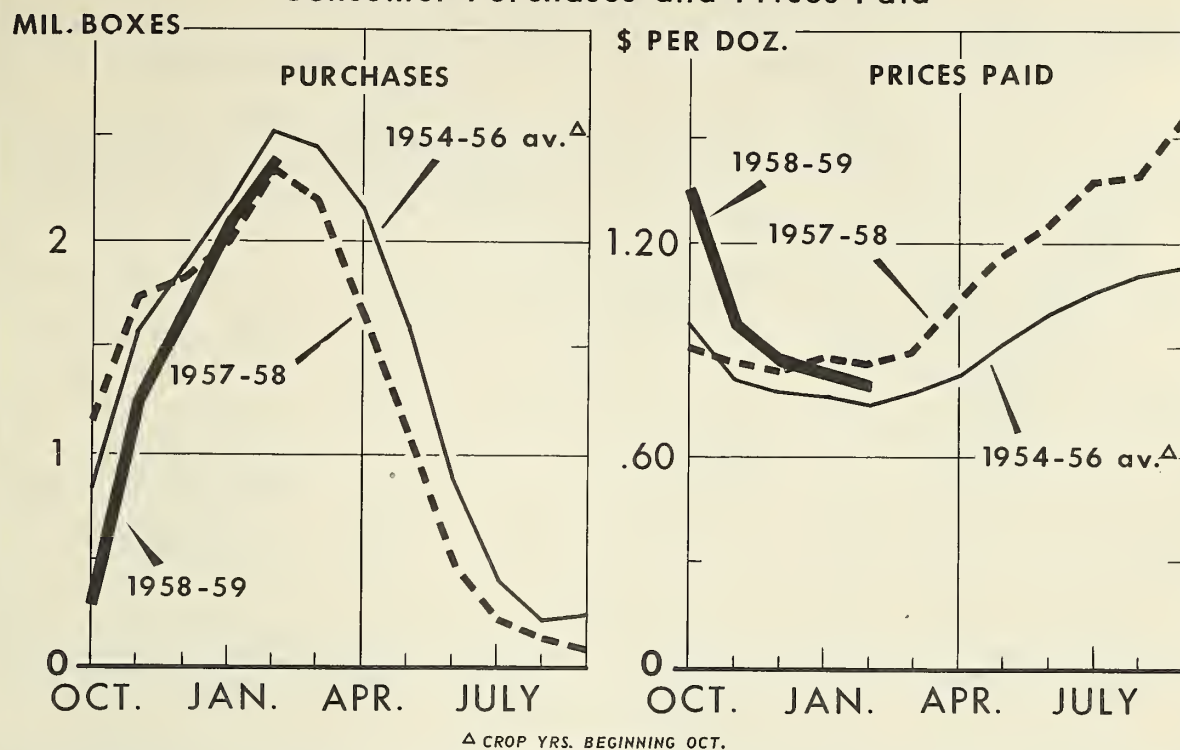
Table 26.--Fresh grapefruit, Florida: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per dozen		
	1958-59	1957-58	Average	1958-59	1957-58	1956-57	1958-59	1957-58	Average
	1958-59	1957-58	1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	1954-55/ 1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	133	628	409	4.4	13.3	6.6	121.6	92.3	94.4
Nov.	690	1,066	920	13.4	17.0	15.8	98.9	87.5	82.8
Dec.	916	1,024	1,092	14.2	15.3	17.9	91.2	92.7	80.7
Oct.-Dec.	1,910	2,985	2,701						
Jan.	1,091	1,028	1,219	16.1	15.2	18.2	90.2	99.2	81.7
Feb.	1,300	1,137	1,442	17.4	17.0	19.7	85.3	97.1	78.4
Mar.		1,055	1,448		16.3	19.4		100.9	80.7
Oct.-Mar.		6,500	7,188						
Apr.		793	1,285		12.8	17.6		118.4	85.4
May		490	940		9.4	13.9		142.8	95.9
Jun.		135	462		3.3	8.5		148.8	105.6
Oct.-Jun.		7,987	10,055						
Jul.		36	169		1.1	3.8		150.4	108.6
Aug.		2/	65		.5	1.5		2/	111.1
Sep.		2/	76		.3	4.3		2/	112.0
Season		8,052	10,371					101.1	85.1

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Too few purchases reported for analysis.

ALL FRESH GRAPEFRUIT

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 13

NEG. 6658-59 (4) AGRICULTURAL MARKETING SERVICE

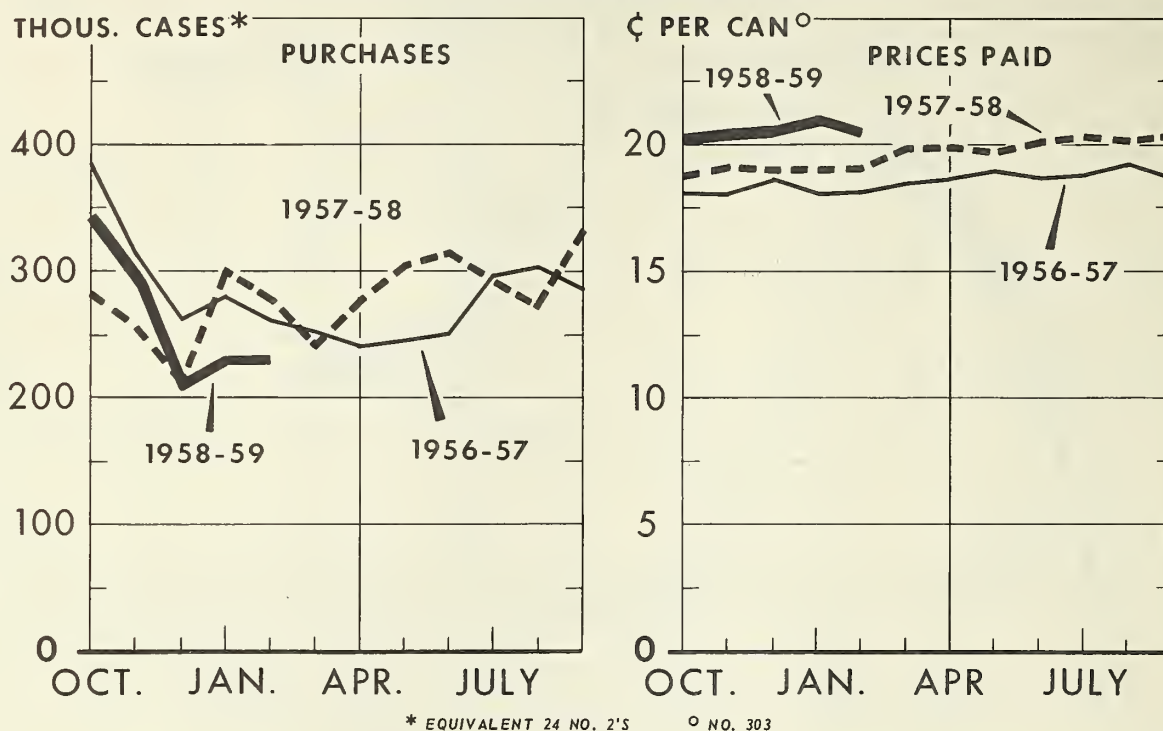
Table 27.--Fresh grapefruit, all areas: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period ^{1/}	Purchases			Families buying			Prices paid per dozen		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/ 1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	291	1,152	827	9.0	22.7	12.8	134.0	90.8	96.8
Nov.	1,243	1,726	1,583	23.4	26.6	24.6	96.7	85.9	82.4
Dec.	1,664	1,825	1,889	25.0	24.8	27.9	87.8	83.8	78.5
Oct.-Dec.	3,543	5,146	4,787						
Jan.	2,105	2,000	2,199	28.4	27.7	29.8	83.6	88.5	77.4
Feb.	2,376	2,336	2,526	30.4	31.4	31.8	80.8	86.1	74.3
Mar.		2,193	2,440		30.1	30.9		89.6	77.7
Oct.-Mar.		12,266	12,619						
Apr.		1,638	2,153		23.7	28.4		103.0	82.1
May		1,085	1,587		18.4	22.4		116.6	91.5
Jun.		496	896		10.0	14.7		125.0	99.9
Oct.-Jun.		15,656	17,573						
Jul.		226	421		5.3	8.6		137.0	105.9
Aug.		137	225		3.3	5.2		138.2	111.4
Sep.		81	256		2.3	10.2		155.3	112.7
Season		16,128	18,519					94.0	83.0

^{1/} Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

CANNED GRAPEFRUIT SECTIONS

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 14

NEG. 6654-59 (4) AGRICULTURAL MARKETING SERVICE

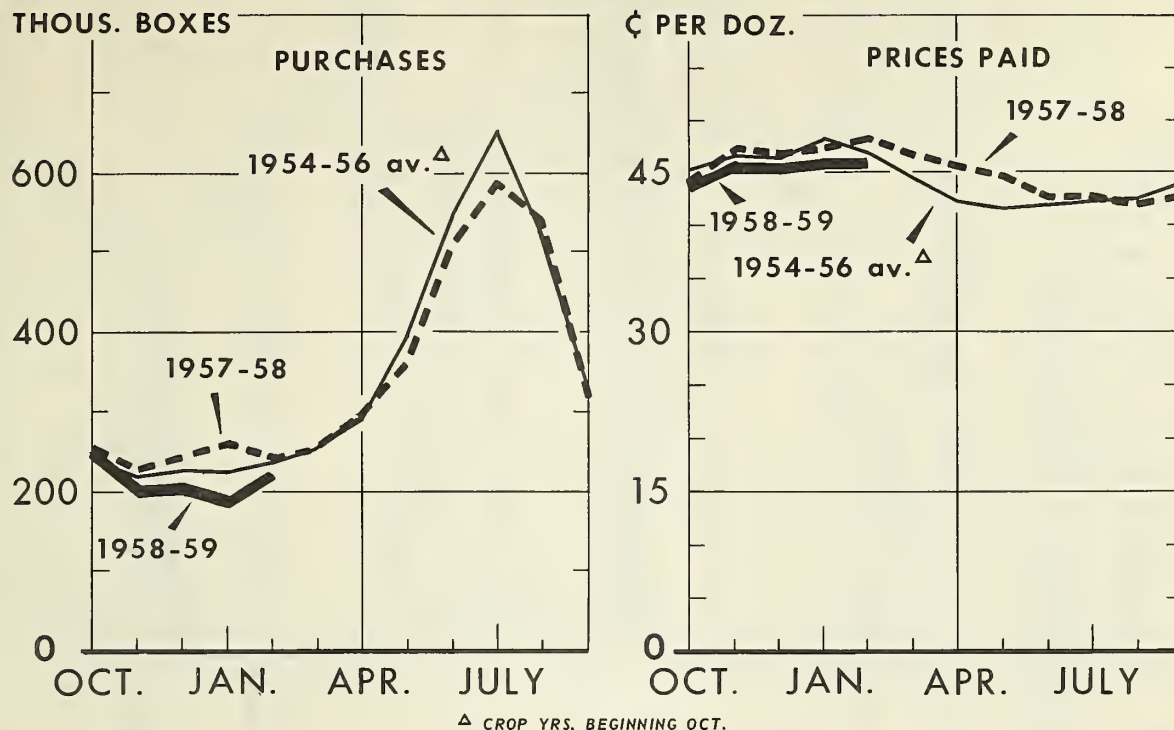
Table 28.--Canned grapefruit sections: Consumer purchases, percentage of families buying, and average prices paid, October 1956 to date

Period 1/	Purchases			Families buying			Prices paid per No. 303 can		
	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	345	282	384	5.7	5.2	6.7	20.3	18.7	18.1
Nov.	289	256	313	5.5	4.8	5.6	20.4	19.1	18.0
Dec.	211	209	261	4.0	4.1	5.0	20.5	19.0	18.6
Oct.-Dec.	897	803	994						
Jan.	229	300	280	4.6	5.4	5.3	21.0	19.0	18.1
Feb.	230	279	260	4.1	5.3	5.0	20.4	19.0	18.1
Mar.		240	250		4.7	4.6		19.8	18.5
Oct.-Mar.		1,675	1,853						
Apr.		278	238		5.1	5.0		19.8	18.6
May		303	242		5.7	5.0		19.7	18.8
Jun.		312	248		5.8	4.6		20.1	18.6
Oct.-Jun.		2,649	2,638						
Jul.		292	296		4.7	5.3		20.2	18.7
Aug.		273	301		4.6	5.4		20.1	19.1
Sep.		331	285		5.4	5.1		20.3	18.7
Season		3,614	3,588					19.6	18.5

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...480 oz. per case.

FRESH LEMONS

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 15

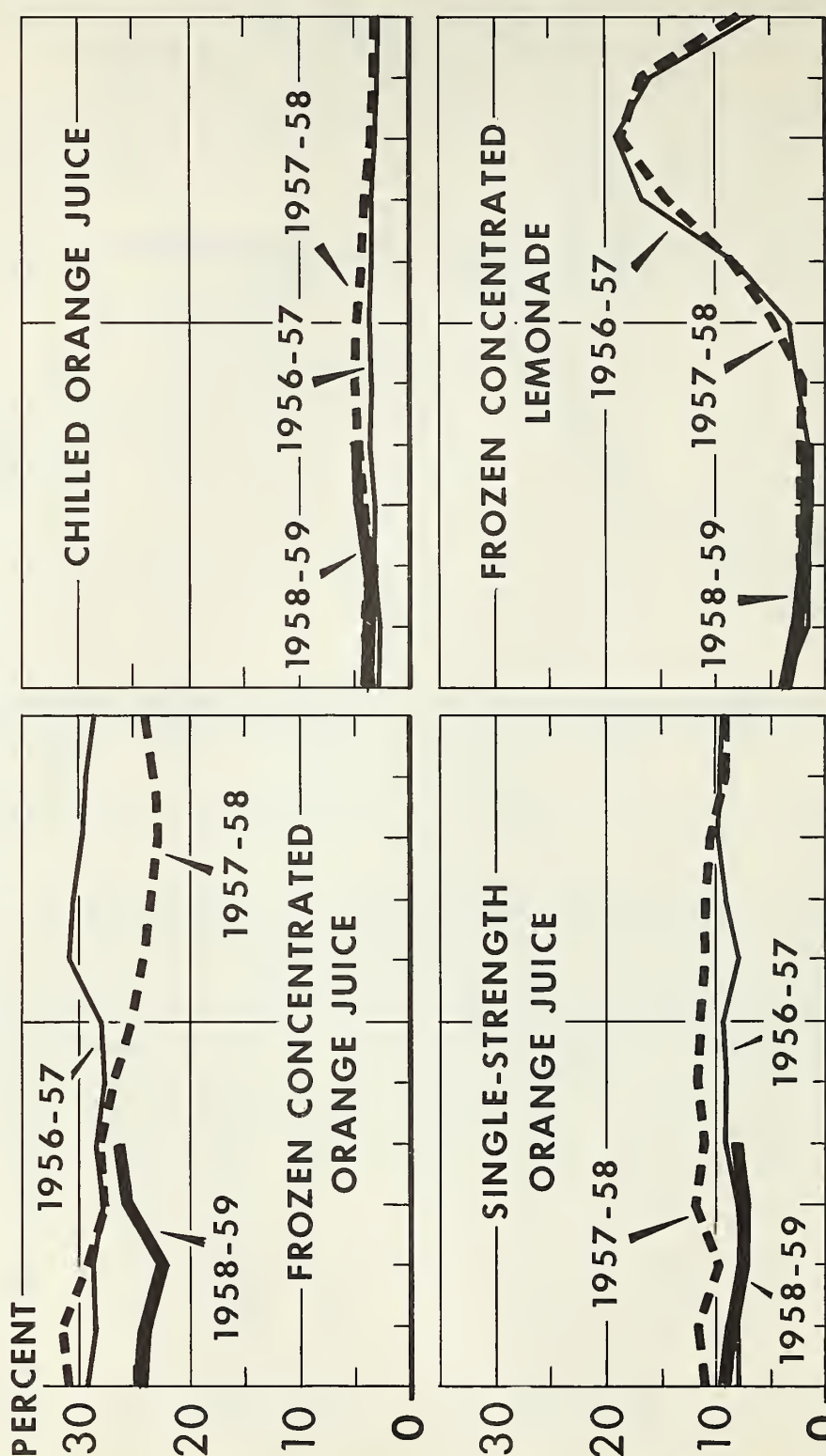
NEG. 6659-59 (4) AGRICULTURAL MARKETING SERVICE

Table 29.--Fresh lemons: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per dozen		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/ 1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	248	259	243	16.0	17.2	17.5	43.9	44.1	45.1
Nov.	201	226	221	14.6	16.0	17.2	45.2	47.1	46.6
Dec.	203	243	227	14.6	17.1	17.1	45.2	46.6	46.4
Oct.-Dec.	703	790	757						
Jan.	189	261	223	13.9	17.6	16.5	45.7	46.9	48.1
Feb.	220	242	238	15.1	18.0	17.2	45.7	47.8	46.4
Mar.		251	251		17.2	17.8		46.5	44.5
Oct.-Mar.		1,604	1,528						
Apr.		295	293		19.3	19.5		45.2	42.3
May		363	394		21.7	21.9		44.6	41.7
Jun.		508	544		25.8	29.6		42.7	42.0
Oct.-Jun.		2,888	2,867						
Jul.		585	653		29.3	30.4		42.7	42.3
Aug.		538	525		25.9	25.8		42.0	42.6
Sep.		317	324		18.6	19.5		42.8	44.0
Season		4,429	4,480					44.2	43.6

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

PERCENTAGE OF FAMILIES BUYING SELECTED CITRUS JUICES



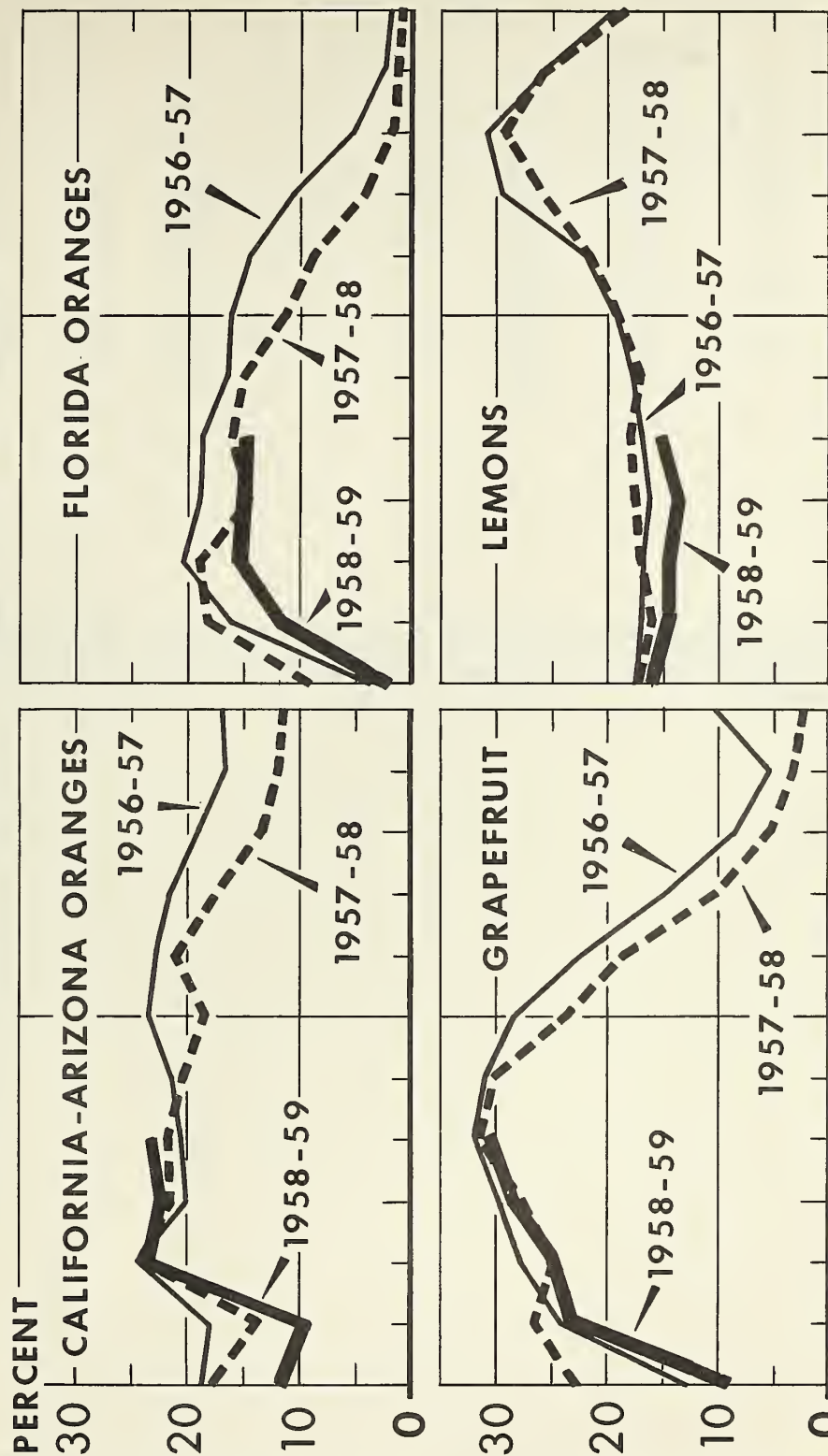
OCT. JAN. APR. JULY OCT. JAN. APR. JULY

Figure 16

U.S. DEPARTMENT OF AGRICULTURE

NEG. 6660-59 (4) AGRICULTURAL MARKETING SERVICE

PERCENTAGE OF FAMILIES BUYING SELECTED FRESH CITRUS FRUITS



OCT. JAN. APR. JULY OCT. JAN. APR. JULY

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